

APPROVED MINUTES

EXETER ECONOMIC DEVELOPMENT COMMISSION Business Retention & Expansion Subcommittee

OCTOBER 17, 2013

The Subcommittee meeting was called to order by Madeleine Hamel at 8:30 am at the Town Office in the Nowak Room. Members present were David Hampson, Jason Proulx, Madeleine Hamel, and Town intern Mark Manganiello. Minutes of the September 19th 2013 meeting were approved.

Business Community Outreach Project:

The subcommittee reviewed and approved the EEDC letter for the next mail out which was based on the letter used in the last two mail outs. It will be printed on Town letterhead and given to Barry Sandberg, EEDC Chair to sign. It was decided to send the letters out by the end of October. We discussed and decided that a separate slightly different letter would be needed to use when contacting a prospective business that may be interested in locating in Exeter. Also, a different letter would be needed if we decide to include educational institutions.

Next the subcommittee reviewed a draft list of target companies, organizations, banking and educational institutions, and commercial realtors for this mail out. We decided to call a few companies in the form of a follow up contact from previous visits. A lead person was matched up with each business on the list. Ms. Hamel will forward the final list to Mr. Manganiello so he can obtain contact information and make an Excel Sheet in the database for the Mail Out 3.

Exeter Businesses and Properties Database

Mr. Manganiello has been reviewing the existing database and adding new entries for companies we've worked with that were not listed. He offered to add columns for each incentive, ERZ, TIF, and 79-E, and note if a business is located within them. This will help us as we meet with the businesses so we'll know if a particular program may be helpful to each firm.

EEDC Information Packets

The subcommittee discussed the need for a one page description of all the initiatives underway, ERZ, TIF, 79-E, and a page on the EEDC outlining who, what, goals, etc. about the commission. Possibly a tri-fold style pamphlet could be produced. We need something to give to the companies when we meet.

Ms. Hamel advised she had set up a meeting with Cynthia Tokos to get her input and tap her marketing background. Cynthia was not available for today's meeting.

Mr. Manganiello is getting a new supply of the EEDC/ERZ info cards but is updating some of the contact information first because the Town is changing their email address. Subcommittee members asked if Lincoln Street can be added to our ERZ, if an expansion is possible. Mr. Manganiello would check into it and ask Mr. Dean and Ms. VonAulock.

Mr. Proulx suggested offering an opportunity to Exeter businesses to promote them by inviting them to place a profile with information about their company and perhaps a logo on the Town website. It was discussed and suggested the firms could email a submission to the Town intern for editing. It could include why they chose to do business in Exeter and what they like here. This idea had been previously proposed when the Business Page was created to add to the Town website. The EEDC and Town could issue a press release about it to the newspaper to publicly announce the opportunity.

An opportunity to meet with local businesses at the Exeter Area Chamber After Hours event will be on October 22nd. With no further business or announcements the meeting adjourned at 10:00 am.

Respectfully submitted,

Madeleine S. Hamel,
Chair